

**MEDIA
GUIDE
2024**

collections & recovery

by auriemma **r**oundtables





YOUR AUDIENCE IS HERE.

A NEW RESOURCE FOR LENDING PROFESSIONALS IN COLLECTIONS...

Collections & Recovery (C&R) has already drawn 5,000+ subscribers and 50,000 pageviews per year.

C&R is where lenders from all verticals go for critical insight into trends, emerging practices in collections strategy, the switch to digital collections, omnichannel, vendor management, compliance, and more.

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OUR AUDIENCE

WHO THEY ARE

Head of US Servicing Collections and Recoveries
North America Head of Customer Service & Collections
Head of Vendor Management Support
Head of Non-performing Loan Strategy
Director of Internal Recoveries
Director of Collections
Agency Manager, Global OCA Collections
VP of Loan Servicing
VP Default Risk Management
Assistant Vice President - Vendor Manager
National Vendor Relationship Manager
Senior Manager - Agency Performance, National Recovery Center
Director of Default Management
Collections Department Manager
Sr. Financial Services Compliance Manager
Business Risk & Control Officer
Sr Director, Collections and Fraud

WHERE THEY WORK

Capital One
Chase
AT&T
Verizon
Discover
Citibank
PayPal
Venmo
Navy Federal Credit Union
US Cellular
Sprint
T-Mobile
Bank of America
Toyota Financial Services
TD Bank
Citizens Bank
GM Financial
Waste Connections
PSEG Services
Cox Communications
DirectTV
American Express
Wells Fargo
Cornell University
Amazon
Temple University
[See the Full List](#)

37%

of creditor readers
are in strategy or
operations roles

20%

of creditor readers
are in compliance
or vendor
management roles



Click through rates
average 3-5%



Open rates average
15%-20%

BRAND AWARENESS

Get your brand in front of our audience.

BRANDED JOURNALISM

Sponsored Article

Show the industry how your company’s sharpest thinkers see innovation and new industry trends. Let the industry know where they can find true solutions to their biggest challenges.

Cost: \$1,000 per article

Sponsored Email

Your email and your HTML, directly to our 5,000 subscribers. If you need to make a direct pitch, this is the way to do it.

Cost: \$3,000 per email

Native Advertising

Your marketing message included in our weekly newsletter to 5,000 subscribers in an editorial-style format, designed to boost exposure and clicks. Drive our readers to your landing pages for webinars, whitepapers, infographics, or more.

Cost: \$1,000 per instance

DIGITAL ADS & SPONSORSHIP

Sponsor the C&R Newsletter

Once per week, get your brand & a link to your homepage or resources page in front of our 5,000 subscribers. With an open rate of 12%-15%, increase your brand visibility.

Cost: \$2,000 per month (semi-exclusive) or \$5,000 per month (exclusive)

Boost Your Campaign with Digital Ads

Your content is vital. Make sure your audience sees it. Enhance the reach of your campaign with digital advertising on C&R.

- 2-month advertising boost \$1,500
- 3-month advertising boost - \$2,000

Need help with your Campaign content?

Our industry experts can help you craft your sponsored content, saving your company valuable time. We know the industry and the needs of our subscribers and can work with you to create messaging that will resonate. Contact us for more details.

*Pricing options vary based on content type and complexity.

LEAD GENERATION

You have the insight. Leverage C&R to put that insight in front of our engaged, senior readership.

CLASSIC LEAD GENERATION

Do you have a killer whitepaper, webinar, or infographic? Maximize your readership and get leads.

We will promote your whitepaper to our Collections & Recovery audience.

Packages are customized, but typically include:

-Promotion via display ads, email blasts, and featured links on our homepage & newsletter.

-Guaranteed leads. We provide 80 leads in 60-90 days

Investment: \$10,000

ELEVATED LEAD GENERATION

Your insights + our media coverage.

You'll receive everything included in our Classic Lead Generation, plus media coverage from our team of journalists to amplify you topic & brand's positioning.

This approach can increase your content's downloads by 25%. You get:

-All deliverables included in the Classic Lead Generation

-2 articles that augment the coverage of your whitepaper's topic, presented from our journalistic lens

Investment: \$20,000

CUSTOM LEAD GENERATION

The ultimate approach to lead generation.

Our journalists work closely with your Marketing & Product teams to develop content that will resonate with our audience.

You bring the expertise - we will design a whitepaper that gets you noticed.

You get:

-All deliverables included in the Elevated Lead Generation

-Content consultation, plus our in-house design team dedicated to your whitepaper

Investment: \$25,000
Limit of four per year.

CHOOSE YOUR CAMPAIGN

Package Type	Custom Advertising Package	Guaranteed Leads	Content Consultation	Journalistic Support	Content & Design Services
Standard	✓	✓	✓	✗	✗
Elevated	✓	✓	✓	✓	✗
Custom	✓	✓	✓	✓	✓

WHITE PAPER



High Performance
Collections Litigation

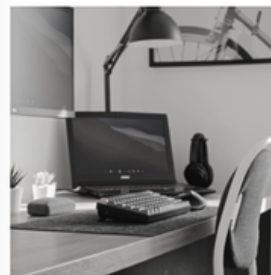
CASE STUDY



Contact Compliance Risk
Case Study: High right-
party Contacts. Low
TCPA Risk

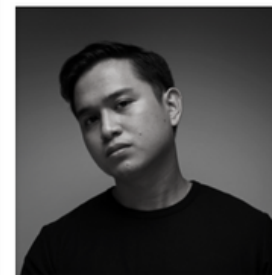


QUICK GUIDE



Evolution of the Maturing
POS/BNPL Consumer

WEBINAR



Beyond Compliance:
Outreach Strategies &
Intelligent Contact Data
for a Reg F World

LET'S TALK



ALEX GLASS

Senior Manager, Business Development,
Auriemma Roundtables
aglass@roundtables.us
+1-646-343-4419